

VISIT
SAVANNAH
EST.  1733

2018 Digital Advertising Opportunities



Visit Savannah Drives Visitors

Visit Savannah creates award-winning editorial content and launches world-class marketing campaigns proven to inspire travel to Savannah. Consumers can find the content they need no matter where they are in the planning process. From early research to itinerary planning to booking, Visit Savannah is a one-stop-shop destination for all things Savannah tourism.

**We work for you with 55 staff
and 8 Welcome/Visitor Centers**

VisitSavannah.com User Profile

\$2.96M
MARKETING BUDGET

DEMOGRAPHIC PROFILE



Gender

67% Female
33% Male



Age

49%: 18-44
38%: 45-64
13%: 65+



Median Household Income

\$75-100k+

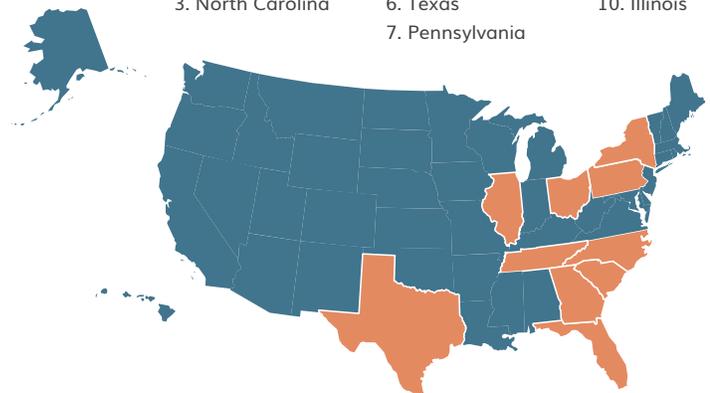


Target Segments

Leisure, Meetings & Conventions, Group Tours, Sports, and Destination Weddings

Top Site Visitor Markets

- | | | |
|-------------------|-------------------|--------------|
| 1. Georgia | 4. South Carolina | 8. Tennessee |
| 2. Florida | 5. New York | 9. Ohio |
| 3. North Carolina | 6. Texas | 10. Illinois |
| | 7. Pennsylvania | |



74%
OUT-OF-STATE
VISITORS

26%
IN-STATE
VISITORS

Maximize Your Visibility

With such a complex planning landscape, integrated multi-media advertising is critical. Let Visit Savannah help you maximize your presence at every step of the travel journey.

How Visit Savannah Can Help Grow Your Business During Each Travel Planning Phase



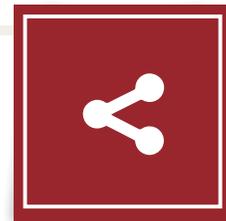
We inspire **Dreaming** via award-winning editorial, video and experiential content

We impact **Planning** by providing enticing itineraries, trusted reviews and informative maps



We drive **Bookings** with strong calls to action, valuable offers and easy access to direct booking

We encourage visitors to **Share** their Savannah experiences via social media and leverage user-generated content on our owned social channels



Savannah Tourism Insights

Tourism is big business for Savannah



ANNUAL VISITORS
13.9 MILLION

Average stay: 2.5 nights



SPENDING
\$2.23 BILLION

Total spent per day: \$6.1M

12.51 Million

Domestic Visitors

Top 10 Markets

1. Atlanta, GA
2. Miami/Ft. Lauderdale, FL
3. New York, NY
4. Orlando/Daytona Beach, FL
5. Tampa/St Petersburg, FL
6. Los Angeles, CA
7. West Palm Beach, FL
8. Charlotte, NC
9. Washington, DC
10. Philadelphia, PA

27%
OF OVERNIGHT
VISITORS ARE
IN-STATE

AVERAGE AGE: 41.6
(VS. 43.8 U.S. AVG)

59%
OF DAY-TRIP
VISITORS ARE
IN-STATE



\$962M



\$721M



\$478M



\$335M



\$303M



Visitor Spending

10% OF
TOTAL VISITORS
are International Visitors

TOP
7
MARKETS

1. Canada
2. United Kingdom
3. Germany
4. France
5. China
6. Australia
7. Brazil

33% of U.S. Visitors Plan to Increase Travel in 2018

The Hyper-Informed Traveler

The 2017 U.S. traveler was more informed and used more media and sources of information than ever in the history of travel.

2017 TRAVELERS' MEDIA USAGE



36%
used official destination websites



60%
sought out reviews, ratings and user-generated content for ideas and to validate their selection



36%
used tablets to access travel information*



54%
used print publications: visitor guides, brochures or magazines



63%
used smartphones to access travel information*



19%
used official visitor guides; city, regional or state vacation publications



58%
used social media in trip planning



60%
of travel decision makers were female

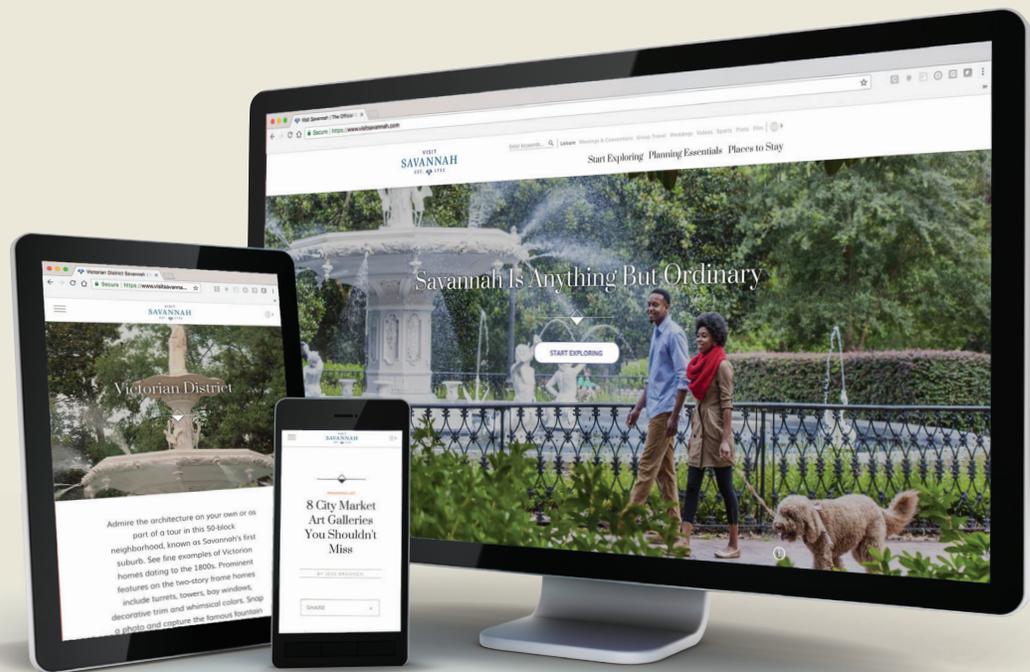
*Travelers used tablets and smartphones almost equally, both before and during travel

Top 5 Reasons to Partner with Visit Savannah

Visit Savannah's robust owned, paid and earned media strategy increases awareness while driving an incredibly qualified, active travel-planning audience to their official travel-planning channels.

THE
ALL-NEW
VISITSAVANNAH.COM

60%
MOBILE/TABLET VISITORS



#1

Reach an incredibly qualified audience across all devices

#4

Increase ROI

#2

Benefit from a tailored campaign strategy

#5

Leverage our advertiser rewards program

#3

Laser-target your customer

SAVANNAH
VISITSAVANNAH.COM

Start Exploring Planning Essentials Places to Stay



What could be better than getting away from it all with a stay in a historic property brimming with stately Southern charm? How about a delicious home-cooked breakfast to greet you in the morning as well?

These stately and sophisticated B&Bs lay out the red carpet with private rooms, your morning meal, and options for seeing or secluded gardens enjoying the fresh air and a glass of sweet tea. You'll be set up for the stay to head out and explore Savannah's equally charming neighborhoods like the Victorian District, Historic District, and Tybee Island.

SPONSORED CONTENT

Historical Lighting
Increase the life of Savannah and stay with the charm of historical lighting. [Learn More](#)

Visit Tybee: Savannah's Beach
Just 10 minutes from historic downtown Savannah. [Learn More](#)

1 - 20 OF 24 RESULTS

Currently showing 100 National

FILTER & SORT

Kohler House
Historic District / Savannah, GA 31401
AVERAGE RATE: \$247 [LEARN MORE](#)

Gastonian
Historic District / Savannah, GA 31401
AVERAGE RATE: \$233 [LEARN MORE](#)

Bouquet Garden Bed and Breakfast
Historic District / Savannah, GA 31401
[LEARN MORE](#)

DeSoto Beach Bed and Breakfast
Tybee Island / Savannah, GA 31401
AVERAGE RATE: \$210 [LEARN MORE](#)

Lighthouse Inn, Bed & Breakfast
Historic District / Savannah, GA 31401
AVERAGE RATE: \$212 [LEARN MORE](#)

SPONSORED CONTENT

Trout of Marine
Marine's seafood restaurant and bar. [Learn More](#)

Thanked Inn
Historic downtown Savannah. [Learn More](#)

This Elegant Savannah B&B is a History Lover's Dream Come True
The President's quarters are in a part of Savannah's... [Learn More](#)

Reasons to Stay at the Azalea Inn and Villas
If you're looking for the ultimate Savannah... [Learn More](#)

These Savannah B&Bs Will Make You Want to Move In
Snuggle up in a cozy time based on home cooked meals... [Learn More](#)

[MORE BED & BREAKFASTS INFORMATION](#)

Get Your Free Guide to Savannah
The Official 2017 Visitor's Guide is your go-to reference for all things Savannah! [Get it now!](#)

SAVANNAH VISITSAVANNAH.COM

GET A FREE GUIDE SUBSCRIBE TO NEWS

USA

Featured Business Listings

Featured business listings allow you to reach an audience that is looking to convert.

Gastonian
Historic District / 220 E Gaston St, Savannah, GA 31401



Based on 918 Reviews
Based on 42 Reviews

FEATURED PARTNER
A four-diamond, award-winning Bed & Breakfast, voted by Condé Nast Traveler as one of the top 50 B&Bs in the world. The Gastonian is known for its..

AVERAGE RATE
\$233 [LEARN MORE](#)

Priority Sorting
Featured partners always display in a top-tier sort, affording you premium positioning

SAVANNAH VISITSAVANNAH.COM

Start Exploring Planning Essentials Places to Stay

Gastonian
Historic District / Savannah, GA 31401
220 E Gaston St, Savannah, GA 31401
LOCATED IN Historic District



AVERAGE RATE
\$233

Check in: 30
Check out: 1
[CHECK AVAILABILITY](#)

CALL 912.233.2888 VISIT OUR WEBSITE

INFO & AMENITIES
A four-diamond, award-winning Bed & Breakfast, voted by Condé Nast Traveler as one of the top 50 B&Bs in the world. The Gastonian is known for its intimate atmosphere and personalized hospitality.

AMENITIES
Free Breakfast
AAA Discounts
Military Discounts
Senior Discounts

CONNECT
Facebook, Twitter, Instagram, YouTube

REVIEWS



SAVANNAH VISITSAVANNAH.COM

GET A FREE GUIDE SUBSCRIBE TO NEWS

USA

Profile Page

Drive qualified traffic to your site through our robust profile page

RATE
\$695/12 MONTHS

Native Advertising

Visitors to **VisitSavannah.com** viewed over **3.9 million** pages in the past 12 months while planning their trip. Banner ads allow you to target your message by site content, season or geography, and our impressions-over-time model, along with our monthly reporting, allow you to control your exposure and return.

AD UNITS

Your message will rotate between native ad expressions throughout your desired ad channel(s) with extra emphasis on your category page.

AD CHANNELS

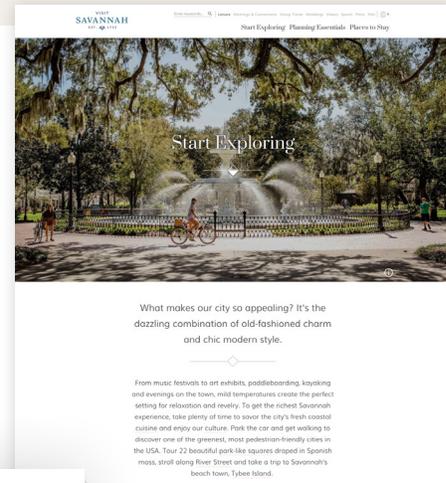
You can select as many ad channels as you like, for **FREE**. We can optimize your targets down to the ad channels that are performing best.

- Home Page
- Explore
- Things to Do
- Food & Drink
- Shopping
- Entertainment
- Arts/Culture
- Outdoor Activities
- Tours & Excursions
- Events
- Tybee Island

RATES

Receive a \$2 cost-per-thousand (CPM) discount at each impression volume level at right! Impression amounts are available between tiers.

TOTAL IMPRESSIONS	NET RATE
25,000	\$705
75,000	\$1,965
150,000	\$3,630
300,000	\$6,660



ADVERTISER NAME MAX 40 CHARACTER COUNT

30 character max. for headline

65 Character count max, including space for description and punc.

LEARN MORE

SPONSORED CONTENT

Georgia History Festival
Your Free Pass to Art and History!
February 13, 2018

Savannah Market
Immerse yourself in Southern Hospitality
October 2018

Start Exploring Now

15 CAN'T-MISS THINGS TO DO IN SAVANNAH

HISTORY OF SAVANNAH

COULDS & FOLKS

UPCOMING EVENTS

HISTORIC DISTRICT

Joe's Crab Shack

With over 130 locations nationwide and more on the way, Joe's Crab Shack is quickly becoming America's favorite neighborhood seafood restaurant.

LEARN MORE

Featured Partner

Hyper-Targeted PLACEMENT ON YOUR CATEGORY PAGE

7. Shop like a mad woman

Boutiques, vintage shops, art galleries, furniture designers – no matter what you're looking for, you'll find it in Savannah's Shop on Seville for a Savannah-made leather bag. Wander through The Poin Market for French-themed bookshelves. Check out one of a host glass jewelry at Liquid Glass Gallery. You'll have your friends back home asking, "Where did you get that?"

SPONSORED CONTENT

Beef's Seafood & Drinks
Savannah's Best Seafood Restaurant

Old Savannah Tours
If you're new to Savannah, this tour is a must!

Plan Your Visit

Lodging

Check In: 16

Check Out: 17

All Lodging

SEARCH

You May Also Like

SPEND
Spend an Entire Day Exploring This Savannah Square
Each of Savannah's 22 squares comes with its own...

HISTORIC DISTRICT
Joe's Crab Shack
With over 130 locations nationwide and more on the way, Joe's Crab Shack is quickly becoming America's favorite neighborhood seafood restaurant.

DOG
Dog Friendly Places in Savannah
Are you tired of searching your dog when you travel?

SAVANNAH

GET A FREE GUIDE

INCLUDE TO ITINERARY

USA

Sponsored Content

Our editorial staff is well versed in creating quality, contextually relevant content that drives organic traffic. Leverage the expertise of our editorial team to write an article featuring your business. Your content will be featured on **VisitSavannah.com** for one year. You will also own this content for use on your site, providing your visitors with content that is authentic and inspirational.

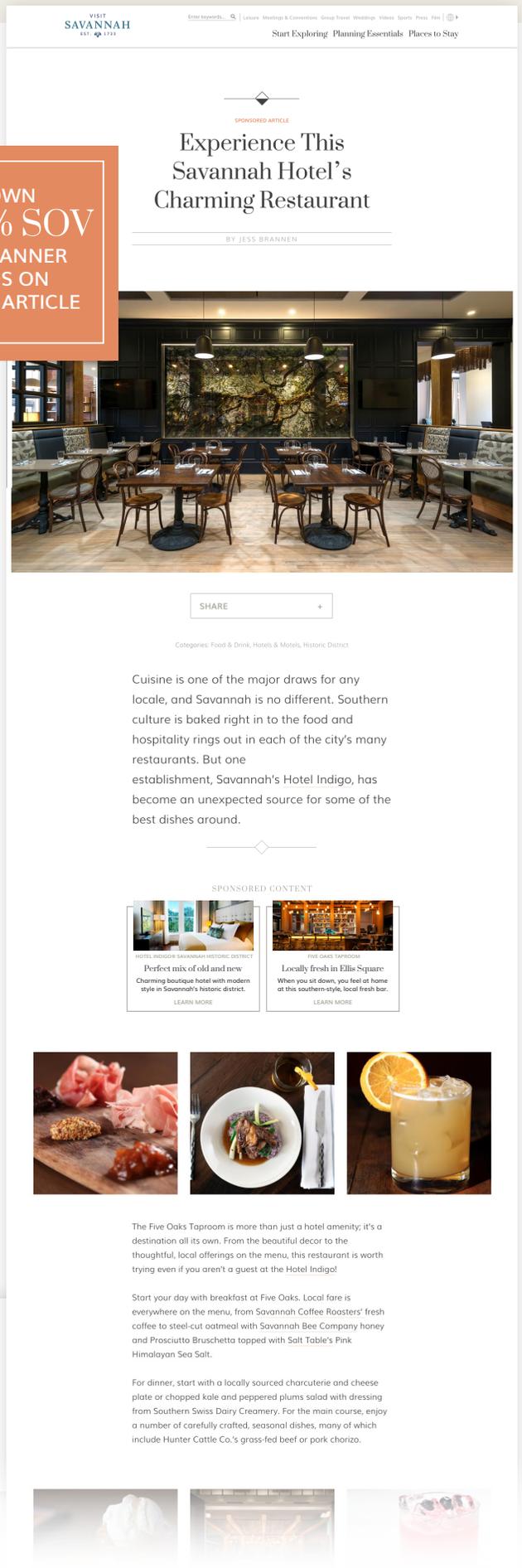
OWN
100% SOV
OF BANNER
ADS ON
YOUR ARTICLE

WHAT YOU GET

- 1. EXPERIENTIAL ARTICLE ON VISITSAVANNAH.COM**
Our editorial team will craft an experiential article, conducting keyword research to ensure you get the most lift.
- 2. ARTICLE PROMOTION** We'll feature your article on VisitSavannah.com for one year and will promote the article through various content placement and feature strategies.
- 3. TRAFFIC** Quality traffic is driven to your site through both **organic links** within the article and through **100% ownership of all native and banner ad units on the page.** These ad placements give you the ability to communicate relevant and timely messaging.

ARTICLE PAGE
SAMPLE
→

RATE
ARTICLE CREATION AND
PROMOTION: **\$2,500**



Custom Email

Reach our highly engaged database with 100% share of voice, driving all clicks to your site.

Reach **95K** subscribers with **100%** SOV.

The custom email yields an incredible **20%** open rate and **7-15%** CTR on average.

Limited availability; first come, first served.

100%
SHARE OF
VOICE

RATE PER MONTH
CUSTOM EMAIL: **\$4,500**

VISIT
SAVANNAH
EST. 1733

Luxury accommodations
in the middle of it all.

Hotel Indigo 201 West Bay St., Savannah, GA



Like our Spanish-moss-draped city herself, Hotel Indigo® Savannah Historic District is the perfect mix of old and new. Our building—known to locals as the

“Grand Lady on the Bay” due to her sweeping size—was once 19th-century mega-merchant Simon Guckenheimer’s dry goods storage house and shop, which was filled with everything the South made best, from tobacco to canned peaches.

CALL HOTEL INDIGO

BOOK NOW

CONNECT WITH HOTEL INDIGO



Visit Savannah | 101 E. Bay St., Savannah, GA 31401 | 877-SAVANNAH

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RESPONSIVE DESIGN



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CALL HOTEL INDIGO

BOOK NOW

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Visit Savannah | 101 E. Bay St., Savannah, GA 31401
877-SAVANNAH

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Monthly eNewsletter

Reach an engaged and active travel-planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Savannah.

1.14M
ANNUAL
REACH

95K+
OPT-INS

20%
OPEN RATE

SPONSOR

DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native format integrated into the content.
- Clicks drive directly to your site allowing you to measure results.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

Creative Best Practices: Use your most compelling image; create a tagline that attracts attention and brings the user into the experience through your copy.

ADVERTISING OPPORTUNITIES

Sponsor: Command attention with this front-and-center placement complete with hero image, thumbnail, tagline and body copy.

Featured Partner: Drive qualified traffic to your site with this native placement featuring image, tagline, body copy and strong call to action.

RATE PER EMAIL
SPONSOR: **\$1,250** FEATURED PARTNER: **\$400**

January 10, 2018

SAVANNAH SECRETS

Insider Tips and Hidden Gems From Your Southern Friends



8 Reasons to Visit Savannah in 2018
This year, resolve to visit Savannah! Kickstart your Savannah getaway by learning about the exciting happenings coming in 2018.

Start Strong in 2018 ▶



Shop in a Historic Open-Air Market
Home to some of Savannah's most popular restaurants, art galleries and retail stores, City Market is the place where Savannah's historically shopped for their groceries, services and other goods.

Read More ▶



Admire the architecture in Savannah's Victorian District, the 50-block neighborhood known as Savannah's first suburb.

The Victorian District ▶

From historic attractions to the best meals in town, this three-day Savannah itinerary will help you plan a one-of-a-kind adventure.

Choose Your Adventure ▶



In need of some retail therapy? Check out these 6 must-hit Savannah boutiques for serious shoppers.

Retail Therapy ▶

To make your planning easier, we've compiled this helpful list of 15 can't-miss things to do in Savannah!

Try Them All ▶



Downtown Resort
Westin Savannah Harbor Golf Resort & Spa

Nestled along the banks of the Savannah River and situated just a ninety-second ferry ride away from historic downtown, The Westin Savannah Harbor Golf Resort & Spa offers travelers an elevated escape in Georgia's oldest city.

Learn More ▶



Dine In Style
Belford's Seafood & Steaks

Experience some of the South's finest cuisine at Belford's Seafood & Steaks, located in the heart of Savannah's City Market.

Learn More ▶



Hop On & Off
Old Savannah Tours

Since 1979, Old Savannah Tours has been providing Savannah's visitors with some of the best touring options, including trolley tours, costumed characters and uniquely personal descriptions of Savannah's spellbinding history.

Learn More ▶



Get a FREE 2018 Savannah Official Visitor Guide!

Order Now ▶

BOOK YOUR TRIP ▶

VISIT SAVANNAH EST. 1733

CONNECT WITH VISIT SAVANNAH

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Savannah, GA 31401

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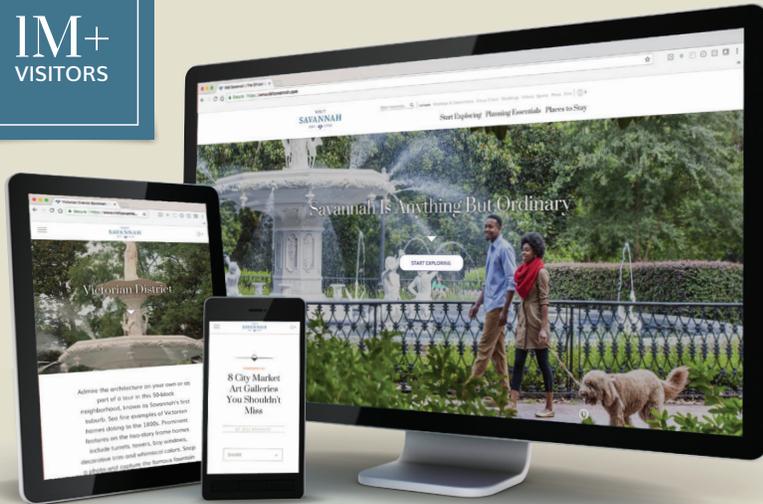
Unsubscribe

Program at a Glance

Reach over **2.14 million** qualified visitors through web and email programming.



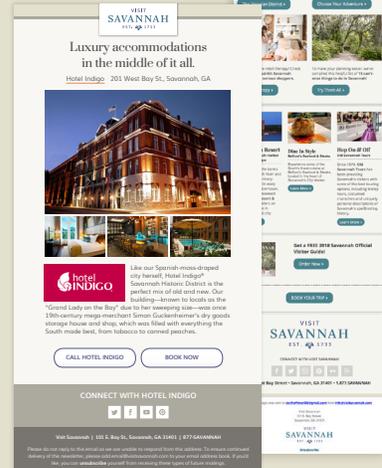
IM+
VISITORS



VisitSavannah.com



1.14M
ANNUAL
REACH



Emails

What you need to know:

1. Savannah welcomes **13.9 million** visitors, spending **\$2.23 billion** annually.
2. Visit Savannah spends **\$2.96 million** marketing the stats to travelers.
3. The 2017 U.S. traveler is more informed and uses more media and sources of information than ever before.
4. With such a complex planning landscape, integrated multi-media advertising is critical.
5. Not all clicks are created equal. Measure quality over quantity. We'll show you how!

TO PARTICIPATE IN THE 2018 PROGRAM, CONTACT:



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mberkin@visitsavannah.com